

...BUILDING SALE NUMBER 2...

Wm. R. Zollinger & Co.

The new Folwell building, now in course of construction at the corner of Fifth and Market Streets, a reproduction of which is given below, will be ready for our occupation by September first. At that time we will introduce an entirely new line of seasonable merchandise, such as may be expected in any department store of the present day. Besides present departments, the reputations of which have long been well established in Canton, there will be many new ones, large and well stocked, in which buyers may find anything to be had anywhere in departments of kindred nature. In order to move by the time appointed by the builders for finishing our new home, we must reduce our present stock of general merchandise to a minimum. With this in view, we commenced

THURSDAY, JULY 5th,

with Building Sale No. 2. This sale will continue until further notice. While it is in progress, we will sell every article in every department at the lowest possible prices consistent with qualities. We do not want to move a dollar's worth of our present stock into the new building, therefore, without regard to cost or profit, we will sell everything and anything we now carry, at purchase-tempting prices. The bulk of our stock was purchased before the recent substantial advances in merchandise—bought at a time when prices were down. Intending buyers will do well to bear this in mind, because our reductions are to be such, after Thursday, as to bring prices down to points AWAY BELOW the cost of first production.

IMPORTANT BUILDING SALES.

The sales named here are the most important ones only—that means of the greatest concern to the greatest number.

Dress Goods.
Summer Silks.
Embroideries.
Women's Suits.
Skirts and Cloaks.
Printed Lawns.
Brown Cottons.
Parasols and Umbrellas.

BUILDING SALE

\$20 and \$25 Women's Suits \$10.00.

Homespun, Venetian, Cheviot and Broadcloths, plainly made, with strict attention paid to the tailoring or more elaborately made, handsomely trimmed. About forty suits.

BUILDING SALE

Ladies' Skirts \$1.75.
In Tan Stripe, Brown and White, Blue and White and Green, regularly sold up to \$5.50. About 20.

BUILDING SALE

Children's Reefers 55c
Most of them perfect, a few slightly soiled, 15 of them sold up to \$2.00.

BUILDING SALE

Children's Cloaks 89c
2 to 5 years, in solid colors and small checks, 17 all told, regular price \$2.00 to \$5.00.

BUILDING SALE

Light Wrappers 50c
Only 12 of them to close at this price.

BUILDING SALE

Silk Waists at 1/4 Off



A collection of 40 Silk Waists, in Black and Fancies, regular price \$3.00 to \$8.00 piece.

BUILDING SALE DRESS GOODS.

200 yards 34-inch colored and fancy Dress Fabrics, sold up to 25c, at... **10 1/2c**
30 styles 36 to 40 inches Dress goods, our regular price 40 and 50c... **25c**
19 pieces 75c Fancy Dress Goods... **39c**
32 pieces 75c Staple Dress Goods in Camels Hair, mixtures and plain effects at this sale for... **50c**
40 to 50 inch popular mixtures and suitings, our price \$1.00 \$1.25, building Sale Price... **79c**
40 Dress Patterns, all good styles, No duplicates, \$6.00 regular, now... **\$3.75**
\$9 Dress Patterns, choice... **\$5.75**
\$15 Dress Patterns, choice... **\$9.50**
Every item and yard of our large stock of Dress Goods, black and colors, will bear a reduced price during this building sale.

BUILDING SALE

Dress Linings and Findings.

Best Lining Cambric... **3 1/2c**
Good yard wide Silica... **8 1/2c**
Good Yard Wide Percale... **8 1/2c**
White and Gray Im. Hair Cloth... **7c**
\$1.00 and \$1.19 Silk Moreens, 20 styles in black and beautiful color combinations... **65c**
Good Stockinet Shields... **7c**
2 papers patent Hooks and Eyes for... **5c**
15 colorings in 25c Pastel shades Percales, very good, at... **17c**

BUILDING SALE

White Goods and Embroideries.

300 yards White India Linen, regular price 15c, sale price while it lasts... **11c**
15 styles PK, heavy welts in Cadet, Pink, Straw, Stripe and Plaids, our price 40 and 50c, now... **25c**
Everybody is buying these things now—shirtwaists and thin white dresses go along with ninety-degree weather. And here are the trimmings: Nainsook and Cambric Edgings a third off. 20c to \$1.75 for 4 1/2 yard pieces. The embroidery is finely made with button hole edges, good patterns, all widths.

BUILDING SALE

Ingrain Carpet Samples at 29c.

Suitable lengths for rugs, would cost in the piece 50c to 75c, 30 of them.



BUILDING SALE

BARGAINS IN SILKS.

29c

per yard. A purchase of 2,300 yards by our Mr. Zollinger in New York last week at the inventory sale of one of the big jobbers, places before our customers the biggest silk bargain of the year. The lot includes 600 yards 30-inch Tissue De Soie All Silk, worth 85c. 700 yards Light Fancies, regular price 60c. 1,000 yards Satin Foulards, Stripes, Polka Dots and Fancies, usual price 50c.

48c

per yard, 30 styles Foulard Silks, including a number of Cheney's \$1.00 qualities, the most of them, however, regular 75c qualities. Remember, Foulards wear well, and are popular.

66c

per yard, choice of 1,000 yards Griff's best Taffetas; choice of any color in stock—soft, lustrous and wear well—none better. Our regular selling price (and sold close) 85 cents per yard.

79c

24 inch, \$1.00 quality, Black Satin Duchesse.
22-inch, \$1.00 quality, Black Satin Armure.
21-inch, \$1.00 quality, Black Peau De Soie.
Get in on these early. They will not last long.

BUILDING SALE

Dress Trimmings at One-Half.

Colored and Black Jet Braid and Jeweled Trimmings in Boleros, Girdles, Edges and Bands on first counter; your choice for one-half usual price. Included are 10 pcs. of very popular **All Overs**, embroidered in white and colors, on Taffeta Silk, Lace and Chiffon.

BUILDING SALE

Linen Crashes.

The average advance on Linens is 15 per cent. We own every yard in stock at old prices, and during this sale will give strong bargains. 30 pcs All Linen and Union Crashes at... **5c**
400 yards only of a 12 1/2c Barnsley Crash at... **9 1/4c**

BUILDING SALE

Printed Lawns.

At the New York Inventory sales last week we cleared up 2,500 yds. Printed Lawns, excellent styles, which go on sale at

2 1/2c yd.

Not more than one piece to a customer.

Gingham Bargains.

1,200 yards best 19c Dress Gingham at... **10c**
800 yards Scotch 25c Gingham at... **15c**
All this season's styles, excellent for waists and dresses.

BUILDING SALE

Ladies' Waists.

Not many left, about 10 dozen Percale and Madras Waists, all new and fresh, among them a few silk waists from last season slightly soiled at... **39c**

Small Items.

A lot of Collars, slightly soiled, Men's and Boys', only... **2 for 5c**
Electric Cleanser, per box... **7c**
2,000 yards extra good Brown Cotton... **4 1/2c**
1 case 8 1/2c Bleached at... **6 1/2c**
10 pieces 68 inch, 65c Linen at **49c**
50 pieces 50c Brown Linen at **39c**

BUILDING SALE

Miscellaneous Bargains.

35c Dresser Covers for... **19c**
59c Dresser Covers for... **38c**
75c and 89c Dresser Covers for **49c**
94 and \$1 Dresser Covers for **63c**
5c Embroidered Mats for... **2c**
25c Embroidered Mats for... **19c**
35c Embroidered Mats for... **16c**
25c Colored Silk Mitts for... **15c**
50c Colored Silk Gauntlets for **25c**
\$1 Leather Gauntlet Gloves... **75c**
25c Shirt Waist Setts... **15c**
50c Shirt Waist Setts... **25c**

BUILDING SALE

Parasols and Silk Sun Umbrellas.

50c Children's Parasols for... **49c**
75c Children's Parasols for... **57c**
25c Children's Parasols for **19 1/2c**



14—\$2.00 to \$2.75 Parasols at... **\$1.50**
18—\$3.00 to \$3.75 Parasols at... **\$2.10**
In Black, White and Colors.

\$3.25 and \$3.50 Colored Silk Umbrellas... **\$2.50**
A limited number only, in Navy, Card Brown, Green, with colored borders.

\$4.25 and \$4.75 Colored Silk Umbrellas... **\$3.25**
Solid and colored borders.

BUILDING SALE

Hosiery Bargains.

500 Pair 19c Misses' Ribbed Hose, Fast Black, 6 to 8 1/2, at... **10c**
240 Hair 25c Misses' Fast Black, all sizes, at... **19c**
175 Pair Ladies' Seamless Black 22c Stockings at... **14c**
A line of 50c Fancy Lisle Hose at... **33c**

We will Give Green Trading Stamps on all Purchases During this Sale.

NEW LINES

of merchandise, not advertised now, will be placed on sale from day to day. Ask for anything you want in Dry Goods; we have it.

.....WM. R. ZOLLINGER & CO.....

229-235 South Market Street, Canton, O.